AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently amended) A data transmission method comprising:

broadcasting, from a transmitter to a viewer apparatus, ~~first data containing~~ television content data, command data, and complementary data ~~auxiliary data provided for signal processing at a viewer end~~;

receiving ~~said first~~ the television content data, the command data, and the complementary data at ~~said~~ the viewer ~~end~~ apparatus;

~~performing an operation by a viewer and~~ outputting an operation signal based on ~~said~~ an operation performed by a viewer at the viewer apparatus;

at the viewer apparatus, ~~performing a first signal~~ processing ~~on said television content data according to~~ software stored in a ~~removable recording~~ data storage medium at the viewer apparatus ~~and said~~ based on the operation signal to ~~output~~ generate first output content data, without requiring any transmission to the transmitter;

~~performing a second signal~~ processing ~~using said~~ the first output content data, ~~and said television content~~ based on the command data and based on ~~said auxiliary~~ the complementary data, to generate second output content data; and

outputting the second output content data.

2-3. (Cancelled)

4. (Currently amended) A data transmission method ~~as set forth in~~ according to claim 1, ~~wherein said~~ further comprising, at the viewer ~~end~~ apparatus, ~~combines said~~ combining the first output content data ~~and said~~ with the television content data to generate ~~fifth~~ the second output content data.

5. (Currently amended) A data transmission method ~~as set forth in~~ according to claim 1, wherein the first output content data at the viewer ~~end contains~~ apparatus comprises data ~~of any~~ that describes a game character[[;]], and

~~said~~ further comprising, at the viewer ~~end~~ apparatus, ~~replaces~~ replacing video data of a predetermined object contained in ~~said first~~ the television content data with the data [[of]] describing the game character ~~of said first output content data~~ to generate ~~sixth~~ the second output content data.

6. (Currently amended) A data transmission method ~~as set forth in~~ according to claim 1, wherein ~~said first data contains advertisement data as~~ one or both of ~~said~~ the television content data and ~~auxiliary~~ the complementary data comprise advertisement data[[;]], and

~~said~~ further comprising, at the viewer ~~end~~ apparatus, ~~combines said~~ combining the first output content data ~~and said~~ with the advertisement data to generate ~~and output seventh~~ the second output content data.

7. (Currently amended) A data transmission method ~~as set forth in~~ according to claim [[6]] 1, wherein ~~said first~~ one or both of the television content data and the complementary data ~~contains~~ comprise a plurality of ~~said~~ advertisement data[[;]], and ~~said viewer end~~ further comprising selectively ~~combines~~ combining one or more of ~~any of said~~ the plurality of advertisement data with ~~said seventh~~ the first output content data to generate the second output content data.

8. (Currently amended) A data transmission method ~~as set forth in~~ according to claim 1, further comprising:

transmitting ~~second~~ feedback data from ~~said~~ the viewer ~~end~~ apparatus to ~~a transmitting end~~ the transmitter; and

at the transmitter, ~~generating second~~ updating the television content data for ~~transmission~~ broadcast based on ~~said~~ the ~~second~~ feedback data ~~at the transmitting end~~.

9. (Currently amended) A data transmission method ~~as set forth in~~ according to claim 1, further comprising receiving additional command data at the viewer apparatus, and wherein

~~said first data contains command data for controlling said first signal processing at the viewer end,~~

~~said first signal processing is controlled at said viewer end based on commands contained in said first data, and~~

~~said second output content data is generated based on content data of a result of said controlled first signal processing~~ processing the software stored in the storage medium comprises processing the software based on the additional command data.

10. (Currently amended) A data transmission system having a transmitter for broadcasting ~~first~~ data and a plurality of viewer apparatuses for receiving the ~~first~~ data, wherein

~~said~~ the transmitter broadcasts ~~said first data containing~~ television content data, command data, and complementary data ~~auxiliary data provided for the processing in said viewer apparatuses~~, and

each viewer apparatus of ~~said~~ the viewer apparatuses ~~comprising~~ comprises:

a receiving means for receiving ~~said first~~ the television content data, the command data, and the complementary data;

an operating means for a viewer to perform an operation and to output an operation signal based on the operation;

a first signal processing means for ~~performing a desired signal~~ processing ~~on said television content data according to~~ software stored in a ~~removable recording~~ data storage medium ~~and said~~ based on the operation signal~~, said first signal processing means outputting~~ to generate first output content data, without requiring any transmission to the transmitter;

a second signal processing means for ~~performing a predetermined~~ processing ~~on said~~ the first output content data, ~~and said television content~~ based on

the command data ~~using said auxiliary~~ and based on the complementary data, to generate second output content data; and

an outputting means for outputting ~~said~~ the second output content data.

11. (Cancelled)

12. (Currently amended) A data transmission system ~~as set forth in~~ according to claim 10, wherein ~~said~~ each of the viewer ~~apparatus~~ apparatuses further ~~includes~~ comprises [[:]] a transmitting means for transmitting ~~desired~~ feedback data to ~~said~~ the transmitter[[;]], and ~~said~~ wherein the transmitter ~~prepares said~~ is adapted to prepare at least one of the television content data, the command data, and the complementary data for broadcast based on ~~said desired~~ the feedback data.

13. (Currently amended) A data transmission system ~~as set forth in~~ according to claim 10, wherein the first output content data ~~includes~~ comprises data ~~of any~~ that describes a game character[[;]], and wherein the second signal processing means of ~~said~~ each of the viewer ~~apparatus~~ apparatuses ~~replaces~~ is adapted to replace video data of a predetermined object contained in ~~said first~~ the television content data with the data ~~of said~~ describing the game character ~~output from said first signal processing means~~ to generate ~~third~~ the second output content data.

14. (Currently amended) A data transmission system ~~as set forth in~~ according to claim 10, wherein ~~said first data contains advertisement data as~~ one or both of ~~said~~

the television content data and ~~auxiliary~~ the complementary data comprise advertisement data,[[;]] and ~~said~~ wherein the second signal processing means of ~~said~~ the viewer apparatus ~~combines~~ is adapted to combine the first output content data and the advertisement data to generate ~~and output fourth~~ the second output content data.

15. (Currently amended) A data transmission system ~~as set forth in~~ according to claim [[14]] 10, wherein ~~said first~~ one or both of the television content data ~~contains~~ and the complementary data comprise a plurality of advertisement data[[;]], and ~~said~~ wherein the second signal processing means of ~~said~~ the viewer apparatus is adapted to selectively ~~combines~~ combine the first output content data with one or more of ~~any of~~ the plurality of advertisement data ~~with fourth~~ to generate the second output content data.

16. (Currently amended) A data transmission system having a transmitter for broadcasting ~~first~~ data and a plurality of viewer apparatuses for receiving the ~~first~~ data, wherein

~~said~~ the transmitter broadcasts ~~said first data containing~~ television content data, ~~including video data and~~ command data, and complementary data ~~for controlling viewer apparatuses at a receiver end~~, the complementary data comprising video data, and

each viewer apparatus of ~~said~~ the viewer apparatuses ~~comprising~~ comprises:

a receiving means for receiving ~~said first~~ the television content data, the command data, and the complementary data;

a signal processing means for ~~performing desired signal~~ processing ~~on said television content data according to~~ software stored in a removable recording medium and ~~operations~~ based on an operation of a viewer ~~and outputting~~ to generate processed television content data ~~including~~ that comprises video data[[,]];

a signal combining means for combining the video data of ~~said television content~~ the complementary data with a predetermined region of the video data of the processed television content data, based on the command data, to generate output content data ~~containing new~~ that comprises video data[[,]]; and

an outputting means for outputting ~~said~~ the output content data.

17. (Currently amended) A data transmission system ~~as set forth in~~ according to claim 16, wherein ~~said television content~~ the complementary data ~~contained in said first data is data relating to an~~ comprises advertisement data,[[;]] and

~~said~~ wherein the signal combining means of ~~said~~ the viewer apparatus ~~combines video data relating to said~~ is adapted to combine the advertisement with a predetermined region of the video data of ~~said~~ the processed television content data to generate ~~said~~ the output content data ~~containing new~~ comprising the video data.

18. (Currently amended) A data transmission system ~~as set forth in~~ according to claim 17, wherein ~~said first~~ the complementary data ~~contains a plurality of~~ comprises advertisement data[[;]], and ~~said~~ wherein the signal combining means of ~~said~~ each of the viewer ~~apparatus~~ apparatuses is adapted to selectively ~~combines one or more of any of said plurality of~~ combine the advertisement data with ~~said output~~ the processed television content data to generate the output content data.

19. (Currently amended) An information processing method comprising:

generating, at a ~~transmitting end~~ transmitter, television content data, command data, and complementary data, and broadcasting ~~first data containing~~ the television content data, the command data, and ~~auxiliary~~ the complementary data ~~provided for signal processing at a viewer end~~ to a viewer apparatus;

receiving, at the viewer ~~end~~ apparatus, ~~said first~~ the television content data, the command data, and the complementary data;

~~performing a desired first signal~~ processing ~~on said television content data, based on data~~ software stored in a ~~removable recording~~ data storage medium at the viewer ~~end~~ apparatus ~~and an operation signal~~ based on an operation performed by a viewer[[,]] to ~~produce~~ generate first output content data, without requiring any transmission to the transmitter;

processing ~~said~~ the first output content data, ~~and said television content data using said auxiliary~~ based on the command data and based on the complementary data, to generate second output content data;

outputting the second output content data;

transmitting ~~data of~~ at least one of ~~said~~ the first output content data and ~~said~~ the second output content data from ~~said~~ the viewer ~~end~~ apparatus to the ~~transmitting end~~ transmitter as feedback data; and

~~performing,~~ at ~~said transmitting end~~ the transmitter, ~~a desired information~~ processing ~~based on said first~~ the feedback data to ~~generate updated~~ update the television content data for broadcast.

20. (Currently amended) An information processing system ~~having~~ comprising a transmitter for broadcasting ~~first~~ data and a plurality of viewer apparatuses for receiving the ~~first~~ data,

~~said~~ the transmitter ~~including~~ comprising:

a ~~content~~ data ~~creating~~ generating means for generating television content data, command data, and complementary data,

a first transmitting means for broadcasting ~~said first data containing said~~ the television content data, the command data, and ~~auxiliary~~ the complementary data ~~provided for signal processing on a viewer end~~ to the viewer apparatuses, and

an information processing means for ~~performing a desired information~~ processing ~~based on second~~ feedback data ~~transmitted~~ received from ~~said~~ the viewer apparatuses~~, said information processing means outputting~~ to output a processing result,

wherein ~~said~~ the content data creating means generates ~~said~~ the television content data to be broadcasted based on ~~said~~ the processing result,

and each viewer apparatus of ~~said~~ the plurality of viewer apparatuses ~~including~~ comprising:

a receiving means for receiving ~~said first~~ the television content data, the command data, and the complementary data,

a first signal processing means for ~~performing a desired first signal~~ processing ~~on said television content data, based on data~~ software stored in a ~~removable recording~~ data storage medium ~~and an operation signal~~ based on an operation performed by a viewer~~, said first signal processing means outputting~~ to generate first output content data, without requiring any transmission to the transmitter,

a second signal processing means for processing the first output content data, ~~and said television content data using said auxiliary~~ based on the command data and based on the complementary data, to generate second output content data,

an outputting means for outputting ~~said~~ the second output content data, and

a second transmitting means for transmitting at least one of ~~said~~ the first output content data and ~~said~~ the second output content data to the transmitter as the feedback data.

21. (Cancelled)

22. (Currently amended) A data transmitter ~~including~~ for transmitting data to a plurality of viewer apparatuses, each of the viewer apparatuses being adapted to

(i) process software stored in a data storage medium, based on an operation performed by a viewer and based on command data, to generate first output content data, without requiring any transmission to the data transmitter,

(ii) process the first output content data, based on the command data and based on complementary data, to generate second output content data, and

(iii) output the second output content data,

the data transmitter comprising:

a data generating means for generating ~~first data containing~~ television content data, the command data to control the generation of the first output content data and to control the generation of the second output content data, and the complementary ~~auxiliary~~ data ~~provided for a predetermined signal processing in a viewer apparatus~~; and

a broadcasting means for broadcasting the ~~first~~ television content data, the command data, and the complementary data to [[a]] the plurality of viewer apparatuses~~, wherein,~~

~~when the viewer apparatus is a predetermined apparatus which performs a desired first signal processing on said television content data, in accordance with software stored in a removable recording medium and an operation signal based on an operation performed by a viewer, and outputs first output content data, said viewer apparatus:~~

~~performs a predetermined second signal processing on the first output content data and the television content data using the auxiliary data to produce second output content data, and~~

~~outputs second output content data,~~

~~wherein said data generating means generates said first data containing command data for controlling one or both of the first signal processing and second signal processing using said auxiliary data~~.

23. (Currently amended) A data transmitter ~~as set forth in~~ according to claim 22, further comprising:

a receiving means for receiving ~~second~~ feedback data transmitted from ~~said~~ the plurality of viewer apparatuses; and

a computer means for collecting ~~said second~~ the feedback data transmitted from ~~said~~ the plurality of viewer apparatuses and performing a ~~desired~~ predetermined computation to generate a result,

wherein ~~said~~ the data generating means ~~generates said first~~ is adapted to generate data based on ~~said second~~ the feedback data or ~~said~~ the result of ~~said~~ the ~~desired~~ predetermined computation.

24. (Currently amended) A data transmitter ~~as set forth in~~ according to claim 22, wherein ~~said~~ the data generating means ~~generates said first~~ is adapted to generate the television content data ~~containing program data containing~~ to comprise video data and is adapted to generate the command data to comprise information for replacing a predetermined object in ~~said~~ the video data with another object.

25. (Currently amended) A data transmitter ~~as set forth in~~ according to claim 22, wherein ~~said~~ the data generating means is adapted to generate ~~has one or more advertisement data of a form for viewing combined with any video data as~~ one or both of said the television content data and ~~auxiliary~~ the complementary data to comprise advertisement data that includes video data.

26. (Currently amended) A signal processor for receiving ~~first data containing television content~~ data ~~and predetermined auxiliary data~~ from a transmitter, the signal processor comprising:

a receiving means for receiving ~~said first data~~ television content data, command data, and complementary data from a transmitter;

a first signal processing means for ~~performing a desired signal~~ processing ~~on said television content data according to~~ software stored in a ~~removable recording~~ data storage medium ~~and operations~~ based on an operation of a viewer ~~and outputting~~ to generate first output content data, ~~containing video data~~ without requiring any transmission to the transmitter;

a second signal processing means for processing ~~said~~ the first output content data, ~~and said television content~~ based on the command data ~~by predetermined processing using said auxiliary~~ and based on the complementary data, to generate second output content data; and

an outputting means for outputting ~~said~~ the second output content data.

27. (Currently amended) A signal processor ~~as set forth in~~ according to claim 26, wherein ~~one or both of said~~ the first signal processing means ~~and said second signal processing means controls~~ is adapted to control the processing of the software based on the command data ~~contained in said auxiliary data of said first data~~.

28. (Currently amended) A signal processor ~~as set forth in~~ according to claim 26, wherein ~~said~~ the second signal processing means ~~combines~~ is adapted to combine video data of ~~said~~ the first output content data with a predetermined region of video data of ~~said~~ the television content data to generate ~~third~~ the second output content data ~~containing new video data~~.

29. (Currently amended) A signal processor ~~as set forth in~~ according to claim 28, wherein the first output content data ~~includes~~ comprises data ~~of any~~ that describes a game character[[;]], and ~~said~~ wherein the second signal processing means ~~replaces~~ is adapted to replace video data of a predetermined object contained in ~~said first~~ the television content data with the ~~third said output content~~ data describing the game character to generate ~~fourth~~ the second output content data.

30. (Currently amended) A signal processor as set forth in claim 26, wherein ~~said~~ the second signal processing means ~~combines~~ is adapted to combine video data of ~~said~~ the television content data with a predetermined region of video data of ~~said~~ the first output content data to generate ~~fifth~~ the second output content data.

31. (Currently amended) A signal processor ~~as set forth in~~ according to claim [[30]] 26, wherein ~~said~~ the second signal processing means ~~combines said fifth~~ is adapted to combine the first output content data ~~and~~ with advertisement data contained in ~~said first~~ the television content data to generate ~~sixth~~ the second output content data.

32. (Currently amended) A signal processor ~~as set forth in~~ according to claim 31, wherein ~~said~~ the second signal processing means ~~combines~~ is adapted to selectively combine one or more of ~~any of~~ a plurality of advertisement data contained in ~~said first~~ the television content data with ~~said sixth~~ the first output content data to generate the second output content data.

33. (Currently amended) A signal processor ~~as set forth in~~ according to claim 26, further comprising[[:]] a transmitting means for transmitting ~~desired~~ feedback data to ~~a source of transmission of said first data~~ the transmitter.

34-39. (Cancelled)